

Name	Employer	Position	Microsoft Certified	Novell Certified	Certified By	Description	Date of Cert
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Microsoft	Exchange Server 5.5 Series-Concepts and Admin.	No Date
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Microsoft	Implementing and Supporting Win NT Server 4.0 Exam Score Report	08/10/98
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Novell Authorized CNE NetWare 4.1	03/21/97
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Beg DOS 6.2	05/20/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Int Windows 3.1	05/29/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Int DOS 6.2	05/21/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Adv DOS 6.2	05/23/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Beg Windows 3.1	05/28/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Int Hardware Systems	06/05/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Norton Utilities 7.0	06/04/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Beg Hardware Systems	06/03/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Beg Windows 95	08/15/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Lit Windows 95	08/20/96

Name	Employer	Position	Microsoft Certified	Novell Certified	Certified By	Description	Date of Cert
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	New Horizons	Adv Windows 3.1	05/31/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	CNE	10/13/99
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	NetWare: Integrating Win NT Rev 1.02 Exam Score Report	02/16/99
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Fundamentals of Internetworking Exam Score Report	02/01/99
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	NetWare 4.11 to NetWare 5 Update Exam Score Report	10/08/99
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	CNI-NetWare 4.11 Update Seminar/Workshop Exam Score Report	03/13/97
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Service and Support Rev 1.02 Exam Score Report	10/31/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	CNI-NetWare 4.1 Admin Rev 1.02 Exam Score Report	12/18/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	NetWare 4.1 Design and Implementation Exam Score Report	10/11/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	TCP/IP Services: NetWare TCP/IP Transport Exam Score Report	09/27/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	NetWare 4 Installation and Configuration Workshop Rev 1.02 Exam Score Report	09/04/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	NetWare 4.1x Advanced Admin Rev 1.02 Exam Score Report	08/14/96

Contractor: Marketware Technologies  
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Name	Employer	Position	Microsoft Certified	Novell Certified	Certified By	Description	Date of Cert
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	NetWare 4.1 Admin Rev 1.02 Exam Score Report	07/29/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Master CNE	02/16/99
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Master CNI	03/03/99
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	CNE	10/08/99
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Networking Technologies Education Cert	08/07/96
Louis Godev	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Web Authoring and Publishing Education Cert	03/18/97
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	CNE NetWare 5	10/08/99
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Fundamentals of Internetworking Education Cert	06/23/98
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Course 555: Integrating IntranetWare w/Win NT Education Cert	06/15/97
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	CNE NetWare 4	03/20/97
Louis Godev	MicroAge	Network Systems Engineer	Yes	Yes	Novell	CNI Networking	02/11/97
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	CNE IntranetWare	01/12/98
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Course 540: building intranets w/ IntranetWare	04/27/97

Name	Employer	Position	Microsoft Certified	Novell Certified	Certified By	Description	Date of Cert
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	NetWare TCP/IP Transport	09/06/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	NetWare Service and Support	08/23/96
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	Novell	Boot Camp: NetWare 4.11 to NetWare 5 Update	07/27/98
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	VINCA	Certified Specialist Co-StandbyServer for NT	07/13/98
Louis Godey	MicroAge	Network Systems Engineer	Yes	Yes	VINCA	StandbyServer for NetWare/intraNetWare	07/13/98
Cindi Martineau	MicroAge	Service Coordinator	No	No	A+	A+ Service Technician Certification	10/22/99
C i n d i Martineau	MicroAge	Service Coordinator	No	No	Compaq	Selling Compaq StorageWorks Enterprise Solutions	10/24/00
Cindi Martineau	MicroAge	Service Coordinator	No	No	HP	Maintenance and Repair of HP 99 Brio, Kayak, and Vectra SPN 064	01/15/01
Cindi Martineau	MicroAge	Service Coordinator	No	No	HP	Maintenance and Repair of HP 2000 Brio, Kayak, and Vectra SPN 069	01/04/01
Cindi Martineau	MicroAge	Service Coordinator	No	No	IBM	Warranty Basics for Technicians	02/20/01
Cindi Martineau	MicroAge	Service Coordinator	No	No	IBM	Warranty Basics for Administrators	02/20/01
Cindi Martineau	MicroAge	Service Coordinator	No	No	IBM	PC Basics	02/21/01

Name	Employer	Position	Microsoft Certified	Novell Certified	Certified By	Description	Date of Cert
Justin Cosgrove	LogiSolve	Senior Software Designer	No	No	Oracle	Certified Database Administrator	05/30/00

Contractor: Marketware Technologies  
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Name	Employer	Position	Microsoft Certified	Novell Certified	Certified By	Description	Date of Cert
Jorge Jeri	Networld Solutions	Network Systems Engineer	Yes	No	Microsoft	Microsoft Certified Systems Engineer	No Date
Jorge Jeri	Networld Solutions	Network Systems Engineer	Yes	No	Microsoft	MCP + Internet	No Date
Jorge Jeri	Networld Solutions	Network Systems Engineer	Yes	No	Sniffer University	Ethernet Network Analysis and Troubleshooting	1 1/07/96
Thomas Kish	Networld Solutions	Network Systems Engineer	Yes	No	Microsoft	Microsoft Certified Systems Engineer	No Date
Thomas Kish	Networld Solutions	Network Systems Engineer	Yes	No	Computing Technology Industry	A+ Service Technician Certification	1 1/09/98
Derek Dutt	Networld Solutions	Senior Advanced Systems Engineer	Yes	No	Cabletron	CS Smart Switch Router Configuration	02/18/00
Derek Dutt	Networld Solutions	Senior Advanced Systems Engineer	Yes	No	Cisco	Certified Network Associate	Through 1 1/20/03
Derek Dutt	Networld Solutions	Senior Advanced Systems Engineer	Yes	No	Microsoft	MCSE (Systems Engineer)	No Date
Derek Dutt	Networld Solutions	Senior Advanced Systems Engineer	Yes	No	Microsoft	MCP + Internet	No Date

Contractor: Markeware Technologies  
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Name	Employer	Position	Microsoft Certified	Novell Certified	Certified By	Description	Date of Cert
Clifford Krapf	Networld Solutions	Systems Engineer	No	No	Cabletron	Spectrum Admin Course	08/30/96
Clifford Krapf	Networld Solutions	Systems Engineer	No	No	Department of the Army	Precision Soldering Printed Circuit Board Repair Techniques	07/11/83
Clifford Krapf	Networld Solutions	Systems Engineer	No	No	Department of the Army	Field Artillery Computer Repairman Course	12/16/83
Clifford Krapf	Networld Solutions	Systems Engineer	No	No	Peregrine	Change Management Class	10/30/98
Clifford Krapf	Networld Solutions	Systems Engineer	No	No	Peregrine	Intro to ServiceCenter2.0	10/02/98
Clifford Krapf	Networld Solutions	Systems Engineer	No	No	Peregrine	Certified Applications Engineer for InfraCenter for Workgroups	Through 09/01/01
Clifford Krapf	Networld Solutions	Systems Engineer	No	No	Peregrine	Certified Applications Engineer for AssetCenter	12/01/00



**RFP DGS 9014**

**PART THREE - Response**

**C3. Electronic Product, Pricing Catalog and Tracking System**

**System Narrative**

**Section VI, F1, 1a  
Electronic Catalog**

MicroAge of Sacramento and our partners have spent significant time reviewing your objectives, visiting numerous e-commerce sites, and researching and understanding the State's desires in new systems, such as CalBuy. As a result of this information gathering and analysis we have designed and implemented "the product and services catalog of the future", now available for your evaluation. See Exhibit 36 (Site Map).

Contained in our proposed catalog system and web site are many advanced features that not only meet all the stated requirements, but will make product selection and ordering easier, less time consuming, and more accurate. Further, we have implemented advanced help for users, both guests and registered users.

The proposed Electronic Catalog and Order Tracking and Status System uses real data, real orders, real status, and would have used real dollars if allowed in the final proposal. What you see during your evaluation is exactly what is totally implemented and what will be available for all users at the time of contract signing. There is no customized data only present for evaluation purposes, no features that are not available on a global basis, no interim solutions present only to obtain a higher score.

**Required Features**

**Section VI, F1, 1a  
Electronic Catalog**

We have provided for your evaluation, a State Store Website that includes a Product and Services Catalog. This catalog contains over 50,000 part numbers, most with expanded descriptions.

Complete and accurate product pricing information, updated each morning by 6:00am, is contained on the State Store web site in the Product Catalog. Pricing level is determined at the time of product **shipping (a price reduction prior to product shipping is automatically passed to the customer)**. Pricing can also be





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obtained from CSR's at the Customer Service Center, or by e-mail and telephone. Contractor pricing quotes or pricing obtained from the catalog on a worksheet has a ten (10) day price protection. We will comply with the requirements of RFP DGS 9014 on all pricing issues.

From the Customer Services Page any user may request a hard copy catalog or CD. Select the Hard-Copy Catalog Request, complete the populated form, and click Submit. MicroAge of Sacramento will maintain a database of requestors of the Hard Copy Catalog (or CD), and will automatically send a new and updated catalog when printed. A hard copy catalog (or CD) can also be requested by calling or e-mailing MicroAge of Sacramento. See Exhibit 12.

**Prime Source For Gathering Information**

**Section VI, F1, 1b**  
**Electronic Catalog**

This catalog allows each user to search or browse all the products, services and pricing contained in the catalog (all approved products and services). Each product or service, when displayed either by browsing or searching, will show inventory amount, and denote when the product is constrained (on allocation). See Exhibit 15.

**Detailed Product Descriptions**

**Section VI, C3**  
**Electronic Catalog**

Each part number, when displayed, contains a two-line description. When additional information is desired, clicking on the description will display another several thousand characters of formatted and logically displayed descriptions, covering all aspects of that product. See Exhibit 9.

This completeness of products and definitions, together with other expanded features such as: bundles, user templates, and product comparisons, will allow this catalog to be the prime source for gathering information and ordering products and services.

**Product Additions**

**Section VI, F1, 1c**  
**Electronic Catalog**

The Catalog Coordinator will prepare and submit a list of recommended new products and services to the State Contract Administrator for inclusion in the Product and Service Catalog. Following approval by the State Contract



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Administrator the products and services will be added to the catalog. Products and services are changed or deleted in the same manner.

From the Customer Services Page any user may request a product or products (or Services) to be added to the catalog. These requests will be evaluated by MicroAge of Sacramento and presented to the State Contract Administrator for consideration. Just select Additional Manufacturer Request, complete the populated form and click Submit. See **Exhibit 11**.

**Advanced Search Engine**

**Section VI, F1, 1d**  
**Electronic Catalog**

The search engine provided with the Product and Services Catalog is enhanced in several ways. We are providing the search capability by those criteria requested in RFP DGS 9014 for this contract: by Manufacturer, Manufacturer Part Number, Category, Keywords (up to five), and System Bundles. Use of drop-down menus and the ability to browse the catalog by state provided categories is also included. This applies to both the standard and agency specific catalogs. See Exhibit 16.

In addition, when browsing within a category, all records shown, and only those records, may be searched using the Simple Search. So, if when browsing, a user has narrowed the browse to 500 records (for example) the user may then use Simple Search to search only those 500 records. This feature can be beneficial if certain criteria, such as manufacturer, DVD, processor speed, or memory (and others) are selection parameters.

So, where the Expanded Search searches the entire catalog, Simple Search will search categories, sub-categories, sub-sub-categories, or the results of an expanded search (wow!). See **Exhibit 17**.

Another enhanced feature of our proposed search is the ability to search and select Agency specific bundles and user-defined templates using a drop-down menu. See **Exhibit 17**.



**Order Tracking and Status (Guests)**

**Section VI, F1, 2a**

All of the required features of the on-line Product and Service Catalog are available to customers without a requirement for log-on. Any of these customers may use the system as a "Guest".

All orders will be contained within the system and will be able to be tracked immediately following entry (whether on-line entry or order entry by CSR's). Orders can be tracked by using the search on the Order Status page, entering either Purchase Order number, or the MicroAge of Sacramento Order number. This is true for guests, registered users or agency specific users. This will provide all the order detail, including tracking information, estimated shipping date, and the alias assigned, if any. See **Exhibit 18**.

**Order Tracking and Status (Registered Users)  
(Optional)**

**Section VI, F1, 2b  
Order Tracking**

To provide this service in the most complete and easy-to-use way possible, we are using an optional log-in system on the State Store Web Site. As a registered user enters their name and password, all worksheets and orders placed (or in process) by that person in the past 30 (sixty or ninety days or longer upon request) days will appear, with order status, purchase order number, and MicroAge of Sacramento order number. Each order in this list is clickable for line-item detail. This list will contain worksheets, and completed and in-process orders. Each user will be able to readily identify open orders, back orders, partial orders, and the status of configured orders (as well as worksheets in process). Any open orders will show the estimated ship date. Partial orders (open orders) will be readily identifiable, as the system will show which items have shipped and which items have not shipped. We have selected a thirty-day history display. **We will entertain requests from customers or DGS to display history for sixty or ninety days or longer. In addition, quantity and dollar totals can be defined to be shown for all history orders in Agency Specific Catalogs.** See **Exhibit 20**.

The status column in the Open Orders list will show the status of the order, particularly for configured orders. The tracking column in the Completed Orders will show the tracking number(s). See **Exhibit 19**.



All orders will be tracked including all line item detail. Quantities and dollar amounts can be reported as defined by the State (Agency Code, Registered User, etc.)

As a part of the initial log-on the user will select a user name and password. Also, they will be requested to enter the ship-to and bill to information for all customers supported by them. If a person is responsible for multiple ship-to addresses, they will be asked to enter those ship-to addresses. Also work flow preferences for each user will be entered (optional). The user will also be requested to enter additional profile information that will be required for this processing (e-mail address, etc.) See Exhibit 21.

**Order Routing, Document Transmission**

**Section VI, F1, 3**  
Electronic Catalog

MicroAge of Sacramento has reviewed the objectives of the CalBuy system and understands your desires with that system. We have implemented on-line ordering in our Product and Services Catalog system and it can be evaluated at this time. Although we have limited the "work flow" to the single capability of order review, you will note that at the bottom of the open worksheet page there are buttons for Form 65, Purchase Order, etc. Each of these buttons, and others as defined by the user, can be used to electronically send the order directly to MicroAge of Sacramento. Presently the Purchase Order number is assigned by the system. This will also be a user-defined preference when the State implements on-line ordering. See Exhibit 22.

**Platforms/Browsers Supported**

**Section VI, F1, 4**  
Electronic Catalog

The on-line Product and Services Catalog and the State Store Web Pages have been extensively tested on both the PC and Macintosh platforms. In addition we have tested completely with both Microsoft Internet Explorer and Netscape Navigator 4.7x. Based on our extensive testing, we believe this system will work well with any platform and most browsers.

**Number Of Users Supported**

**Section VI, F1, 5**  
Electronic Catalog

The design and testing of this Product and Services Catalog shows no practical upper limit of simultaneous users. We certainly feel comfortable guaranteeing



the system will support, at a minimum, 200 simultaneous users without any degradation. As it is in both our best interests to have the on-line catalog be responsive at all times, we agree to expand or enhance this system at no cost to the state if required during the term of this contract.

NOTE: For development and security purposes, our proposed electronic catalog is located on a temporary system at our developers' site. You may not experience optimum speed and performance during evaluation. Following contract award the website and catalog will be moved to it's permanent location where better performance can be expected. At the permanent site it will utilize two rack mount servers. A Database Server, which is a Compaq Rack mount DL 580 Dual Processor 700Mhz CPUs, 1GB RAM, # x 36GB Ultra3 SCSI HD configured in RAID5, RAID Controller, 100MB NIC. The Application Server is a Compaq Rack mount DL 580, Dual Processor 700Mhz CPUs, 1GB RAM, 18GB Ultra3 SCSI HD, 100MB NIC.

#### **Daily Updating Of Catalog**

#### **Section VI, F1, 6 Electronic Catalog**

Complete and accurate product pricing and order status information, updated each morning by 6:00am, is contained on the State Store web site in the Product Catalog (in addition to the hard copy product catalog). Pricing level is determined at the time of product shipping (a price reduction prior to product shipping is automatically passed to the customer). Pricing can also be obtained from CSR's or Technical Consultants at the Customer Service Center, or by e-mail and telephone. These price quotes and pricing on worksheets obtained from the website are price protected for a period of ten (10) days. We intend to be compliant with all pricing requirements of RFP DGS 9014.

#### **Customer Satisfaction Survey**

#### **Section VI, F1, 7 Electronic Catalog**

**The Customer Satisfaction Survey** forms will show us general trends about our performance, products and service. This form will be readily available on the State Store Web Site in the Customer Services area and at the Customer Service Center. When submitted, this form will be sent to both MicroAge of Sacramento and the State Contract Administrator. See Exhibit 3.



**Enhanced/New Features**

**Section VI, F1, 1a**  
Electronic Catalog

**Price Quote Preparation and Tracking (worksheets)**

We recognize that preparing an order on-line may be a lengthy process. Further, we understand that the entire process is quite dynamic and can require considerable research. We are proposing a superior method of preparing the order (worksheet), and are certain that those purchasing personnel (and others) will use this system to its' fullest potential, thereby saving time and resources.

Also, while preparing the quote (worksheet) if an interruption occurs requiring the preparer to log off the system, that m-process quote (worksheet) will be saved for that user and will appear with the next log-on (as an unfinished quote). This will allow the user to pick up exactly where they left off.

All users may have one or more price quotes (worksheets) saved in the system. Following log-m, or at anytime during that session, the user can make any of the saved price quotes "active" and perform any and all functions on that price quote. Any price quote will be able to be deleted by the user. See Exhibit **23**.

Each price quote that is saved in the system can be named (alias), assigned by the user, and a number assigned by the system, as well as a last modified date and status. The user assigned name will be necessary for the user to easily find any price quote in process, especially if that user is responsible for multiple ship-to accounts. This alias will remain with that worksheet/order as long as it remains in the system. This is an optional feature, available for your consideration.

**Order Technical Review**

**Section VI, D1, 6e**  
Technical Consultants

Through preferences set by the user in their profile, each price quote can be e-mailed to a technical review person for approval. For that matter, it can be e-mailed to any other person for approval of any kind (budget). The status of that price quote, and its progress through the user-defined process will be reflected in the status column. Details of each workflow step are also available (Click Details) so each user will know exactly where the price quote is, and how long it has been at that step of the procedure. See Exhibit 22.



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**Form 65 Preparation (or Purchase Order)**

**Section VI, F1, 3  
Electronic Catalog**

When the worksheet is completed and ready to become an order in process, the preparer will have several choices as to its disposition. To show that we are prepared to fully integrate this system with any method the State of California selects for a fully on-line system, one of those choices is preparation of the Form 65. This form can now be printed (and saved for later processing), or it can be e-mailed for technical review or as an acknowledgement to the requesting department. We understand this is not really representative of the current procedure used by the state with the Form 65, but are offering it to demonstrate our capabilities to integrate with whatever e-commerce platform the state may select for implementation. The ability to produce this form may also prove convenient for users who may be required to enter the data from this order into another computer system. See Exhibit 25.

As this system will serve other governmental agencies (counties, cities, schools, etc.), we are also offering the ability to prepare and distribute, from a finished worksheet, a purchase order customized to that agency (their form), or a general purchase order form. All data elements collected as a result of a completed worksheet can be downloaded (or transmitted) to a user system that may be established for total e-commerce (such as Cal-Buy).

**On-Line Product Comparisons**

**Section VI, G1  
Network/Single User Services**

One of the many convenient features of the quoting system is the ability to do product comparisons. This will allow users to ultimately select the system representing the best value.

The Product Comparison pages of the State Store web site can be accessed from the results of any search or by establishing the comparison parameters, accessed from the Home Page. As parameters are selected for comparison (category, CPU type, speed, etc.), you may also narrow the manufacturers to be compared. See Exhibit 24.

A comparison can be done at any time during the building of a worksheet. During searches, products may be designated for a product comparison, and then added to the cart once selection is made.

The user will be able to select basic criteria (parameters) to be used for comparison of products from any category. For example: laptop, notebook, desktop, server, etc., speed (MHz), manufacturer(s),

We believe this will be a valuable tool in many ways. It allows newer users with limited knowledge to make an informed buying decision that is easily justifiable. Further, it allow in agencies with manufacturer purchasing standards to find the best product while remaining compliant.

**On-Line Ordering**

**Section VI, K1, 1**  
**On-Line Ordering**

During your evaluation of our on-line catalog you will see that our system currently uses on-line ordering. We are showing this to demonstrate our capability to implement this feature when desired by the State of California, or any of the other agencies that decide to use this system.

Although we have limited the "work flow" to the single capability of order review, you will note that at the bottom of the open worksheet page there are buttons for Form **65**, Purchase Order, etc. Each of these buttons, and others as defined by the user, can be used to electronically send the order directly to **MicroAge** of Sacramento. Presently the Purchase Order number is assigned by the system. This will also be a user-defined preference when the State implements on-line ordering. See **Exhibit 27**.

We understand that our system does not replicate exactly how the new **CalBuy** system will work but we desired to exhibit the capability of on-line ordering, and the willingness to work with the State to implement all features when the appropriate time arrives.

**Bundle Establishment/Ordering**

**new service**

Departments (those who have established ~~an~~ an Agency Specific Catalog) may establish a particular configuration of equipment for a specific class of employee. These standards may consist of a microcomputer, monitor, printer, network card, etc. These departments that have this procedure, or wish to establish this procedure may assign a person(s) in that department with the responsibility of establishing one or more bundles of hardware (or software/services) for these users. Each bundle of hardware and software can consist of several catalog items, and will be named by the departmental



administrator, i.e. Administration Bundle. An established bundle will appear in the Product and Services Catalog, priced at the total of the components, and will be able to be ordered with a single click. Once added to the cart, the bundle identity is removed and all line items contained in the bundle are shown. There is no limit on the number of bundles a specific customer may set-up. This is a very convenient feature and should be widely used by nearly all customers who have established an "Agency Specific Catalog".

### **Customer Templates**

### **new service**

Many customers (individual users) have situations where the same order is placed each month (or on some regular basis) for items such as a hardware grouping, printer supplies or other consumables. These orders may consist of several items or components. Each registered user of the Product and Services Catalog will be able to establish their own templates for order simplification. Any number of catalog items may be grouped together in a single template. The named template will be priced at the sum of its components and can be ordered with a single click. Once added to the card, the template identity is removed and all line items contained in the template are shown. There is no limit to the number of templates a registered user may establish. This feature is available to all registered users and also should be widely used. See Exhibit 29.

### **Help Features**

### **Section VI, C3 Help Features**

We have implemented several features to assist customers when using the Product and Services Catalog and the State Store Web Pages. These help features range for User Manuals which can be downloaded and studied, to **HumanClick** which allows direct real-time access to a **MicroAge** of Sacramento support person from any page on the website.

At the top of each page on the State Store web site is a tab labeled **Help/FAQ**. Clicking on this tab from anywhere within the web site to display a page offering FAQ (Frequently Asked Questions), Instant Help, and Download Help.

In the FAQ, we have offered explanations of some of the new features that users may not be familiar with. Also included are the benefits of becoming a registered user. We feel this one-time effort is well rewarded during the length

of the contract. The additional features available following log-in are numerous and can aid in order accuracy and a reduction in order preparation time.

The Instant Help feature is divided into Guests and Registered Users. This is done to remove features and functions available only to Registered Users from the Guest Instant Help. Each of the Index headings represents a link to that section of the help area, so the user can go directly to the area desired without searching. Each feature or function is well documented to ensure questions are answered.

The Download Help function allows the user to download the entire help document to their local computer for later study or reference. The Help for either Guests or Registered Users may be downloaded. See Exhibit **33**.

### **Catalog User Manuals**

User manuals for the Product and Services Catalog, including other facets of the **website** are available on the **website**. Clicking on the Technical Center button on the left side of the pages will display a page that includes the user manuals. Again, there is a manual for Guests, and a manual for Registered Users. See Exhibit **34**.

### **HumanClick**

**MicroAge** of Sacramento is excited to offer "HumanClick" technology to customers of this contract.

**HumanClick** is a new state-of-the-art system that offers a chat mode so any questions can be answered immediately. **MicroAge** of Sacramento personnel at the Customer Service Center do the monitoring. When **ChatHelp**, a button on the right side of **each** web page is clicked, a small window displays on the users computer and a bell rings on the **MicroAge** of Sacramento monitors' computer.

The **website** monitor can invoke several different actions to aid the user in finding the correct page, completing an order, pushing a page, etc.

The **MicroAge** of Sacramento monitor can be engaged in several help sessions at one time, and there can be multiple **MicroAge** of Sacramento monitors. See Exhibit **35**.

### **HumanClick Features**

- HumanClick will enable a customer using this site to engage in instant chats asking “how to”, “where do you find” help questions without picking up the phone or leaving the page that they are viewing.
- HumanClick is a great support tool for the hearing impaired.
- HumanClick Button and Monitor Tags; Embed Button tag for Click to Chat functionality, just the Monitor tag to monitor the site, or both for complete HumanClick functionality.
- Editable Prewritten Responses; Saves time with prewritten responses and HTML code to push in a click of the mouse.
- Chat Traffic Organizer: Answers incoming chats faster and more efficiently for web sites with high chat traffic.
- **Push Pages/HTML code; Send users directly to the pages they’re** looking for OR send them HTML commands into the Chat Window.
- Repeat Visitor Identification; Repeat visitors are identified in a flash.
- History; Once the Repeat Visitor Identification icon showing that the user has a chat history, the History button views their chat transcripts in real-time.
- Profiles - Run multiple HumanClick accounts (HC numbers) simultaneously from the same computer. Allows for support of dozens of users. Easily upgradeable for additional users.
- Chat Transcripts - Chat Transcripts can be saved and accessed. This will be an excellent tool for management to review chat sessions with users, not only to monitor CSR performance, but to determine potential problem areas on the website or in the catalog.

### **Customer Service Features**

**Special Pricing Request**

**new service**

There may be situations where, on potential orders (with high dollar amounts), customers may wish to request better pricing than that posted in the on-line catalog. This may be easily done by electronically routing your completed worksheet to your **MicroAge of Sacramento** Technical Consultant/Account Manager as a Special Pricing Request. This request will be evaluated by **MicroAge of Sacramento** and based on the products involved and the order value will be approved or denied special pricing. The worksheet will be electronically routed back to originator with appropriate pricing and comments. Registered Users using the **workflow** feature of the on-line Catalog can exercise this procedure. See Exhibit 28.

#### **Forum/Discussion Groups**

#### **Section VI, B1 Customer Service Center**

Accessed directly from the Home Page, and most others, is the State Store Forum. This Forum presently covers 13 topics, including the major hardware and software components, and **MicroAge of Sacramento**. These boards will be monitored full-time between the hours of 8-5 on norrnal government workdays. At a minimum a Technical Consultant along with Network Engineers will be available to answer these postings within a two-hour time frame, or sooner. We expect this board to be very popular and used extensively. We are also interested in the feedback we receive on the **MicroAge of Sacramento** board, as it is open to customer comments. See Exhibit 26.

#### **Manufacturers Links**

#### **New Service**

Most of the major manufacturers contained in our catalog have web sites that include software and technical information. Also in many cases they offer a forum or discussion board. We are including these Manufacturer Links as a button on the Home Page. They will be kept up to date as products and manufacturers are added or modified. See Exhibit 30.

#### **Agency Specific Catalog**

#### **Section VI, K1, 2 On-Line Ordering**

A requirement of DGS 9014 and a major feature of **MicroAge of Sacramento** web pages is the Agency Specific Catalog. We are able, upon request, to establish a customized catalog for any department or agency. With this feature, any department may choose to exercise their standards in hardware or software. They may select certain manufacturers, or delete them. They may

establish their own hardware and software bundles. Each agency, be it a State of California department, a city, county, or school district, can have their own Home Page and their own customized catalog at no additional cost.

A customized catalog may consist of a variety of products and services, in addition to those contained in the standard State Store Catalog. This could include Office Products, Cleaning Supplies, Vehicles and Accessories, etc.

At the Home Page, clicking on Agency Specific Catalogs takes the customer to a list of Agencies who have a customized catalog. Select your catalog and you will be asked to log-in with a **username** and password. Upon log-in your own home page appears. The name and contact information of the primary contact for your customized catalog is also shown here. The person shown in this list will be responsible for the content of the products and services available in your customized catalog. They will also be responsible for establishing bundles for your agency. This set-up of the custom catalog will be done with the aid of the MicroAge of Sacramento Account Manager. See Exhibit 31.

#### Tracking Dollars and Quantities

#### Section VI, F1, 2d Customized Client Website

Each customer agency that elects to establish an "Agency Specific Catalog" will be provided with dollars and quantities on the order status page. As these requirements will vary; we are offering a separate page for definition of these totals. When the Agency Specific Catalog is established, these "totals" options can be selected.

#### Seminars

#### Section VI, 2<sup>nd</sup> Paragraph Introduction

**On the** right side of the Home Page is the News and Events area. If a customer wishes to see what training or seminars are currently being offered by MicroAge of Sacramento, or by affiliated manufacturers or subcontractors, they should click here. See Exhibit 31.

#### News & Events

#### Section VI, 2<sup>nd</sup> Paragraph Introduction

**Any** news or events of common interest will be posted in **the** News & Events area. Clicking on any of the headlines will cause a narrative to come up which



will provide additional information. This will include customer success stories, upcoming shows, events, etc. See **Exhibit 31**.

**On-site Personnel Request**

**Section VI, CI, 4b**

**Free Technical Consultation**

From the Customer Services Page any user may request an on-site visit by specific MicroAge of Sacramento personnel. A customer may desire to see a Technical Consultant, a Network System Engineer, the Account Manager, the General Manager, or the President of MicroAge of Sacramento. They may wish to discuss Marketing issues, contract compliance, an Agency Specific Catalog, hardware standards, or a variety of other issues. The form that appears will be populated if you have registered. Just complete and click Submit. You will receive a timely callback to obtain any further details necessary, and to schedule the meeting. See **Exhibit 10**.

**Add Product Request**

**new service**

From the Customer Services Page any user may request a product or products to be added to the catalog. These requests will be evaluated by MicroAge of Sacramento and presented to the State Contract Administrator for evaluation. Just select Additional Manufacturer Request, complete the populated form and click Submit. See **Exhibit 11**.

**Hard-copy Catalog Request**

**Section VI, Kla, 1-4**

**Hard Copy & CD Catalogs**

From the Customer Services Page any user may request a hard copy catalog or CD. Select the Hard-Copy Catalog Request, complete the populated form, and click Submit. A freshly burned CD or hard copy catalog will be sent to you and you will be added to the database to receive a new copy each time one is prepared. See **Exhibit 12**.

**Product Evaluation Request**

**Section VI, G1**

**Network/Single User Services**

From the Customer Services Menu any user may request to perform a product' evaluation. This consists of hardware and/or software to be installed at the customer site for 30-60 day evaluation. These requests will be evaluated by MicroAge of Sacramento staff or Management. A budget exists, as well as vendor allocations, for this equipment. MicroAge of Sacramento provides

insurance for this equipment while it is on your site, Every attempt will be made to accommodate these requests in a timely manner. See Exhibit 13.

**Network Planning Questionnaire**

**Section VI, C4a-e**

**Network Design & Installation**

This document is included in Section Four Response. It is designed to be completed by a knowledgeable representative of the customer in conjunction with a MicroAge of Sacramento Network System Engineer. All customer parties affected by the computer project should be represented. The MicroAge of Sacramento NSE will analyze the data gathered by this document. It will be reviewed in the context of establishing a design, scope of work, and implementation plan for a project. This document will also be available on the web site under Technical Center and Network Service. See Exhibit 34.

**Network Planning Guide**

**Section VI, C4c-d**

**Network Design & Installation**

This document is included in Section Four Response. It is intended to guide customers through the decision process when planning a network. It will be reviewed in the context of establishing a design, scope of work, and implementation plan for a project. This document will also be available on the web site under Technical Center and Network Service. See Exhibit 34.

**Workstation Planning Guide**

**Section VI, G1**

**Network/Single User Services**

This document is included in Section Four Response. It is intended to guide the customer through the decision process when planning to select and deploy workstations in a networked environment. It will be reviewed in the context of establishing a design, scope of work, and implementation plan for a project. This document will also be available on the web site under Technical Center and Network Service. See Exhibit 34.

**Methodology Overview (Method)**

**Section VI, K4**

**On-Site Engineering Services**

MicroAge Sacramento provides clients with technology-based solutions to business process challenges. MicroAge Sacramento's undertakings employ a variety of technologies to create solutions that support and enhance client business processes. The business issues that demand these solutions are often



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complex, spanning multiple people, departments, processes, technologies, disciplines, and geographies. Unmanaged complexity can lead to projects with lost focus, missed goals, cost overruns, and disarray.

To manage complexity, **MicroAge** Sacramento has defined processes, created a **consulting** and implementation structure, and developed support tools. These processes, structures and tools comprise **MicroAge** Sacramento's **Method<sup>M</sup>**.

**Method<sup>M</sup>** assures Information Technology solutions are delivered with quality and consistency. Quality is the condition of being distinguished from others, of a higher rank or position: optimum. Consistency is defined as steadfast adherence to a body of methods, rules and postulates employed by a discipline, a particular set of procedures, in a specified field.

This document will also be available on the web site under Technical Center and Network Service. See Exhibit 34.





## Marketing Plan

MicroAge of Sacramento has long served the information technology (IT) needs of the California government and education markets. Beginning in 1989, with the award of the California Software Source contract, MicroAge of Sacramento has focused, as its primary market, on state and local government agencies and education (SLE) entities throughout California. The predominant share of company revenues derives from sales and marketing efforts to California-based public entities. Over the years, MicroAge of Sacramento has developed strong organizational, operational and financial relationships with organizations in the SLE space. In addition, MicroAge of Sacramento has established partnerships with key manufacturers and service provider organizations to service its SLE customers. MicroAge of Sacramento looks upon a State Store Contract award as a key opportunity to broaden and deepen its business relationships within this market.

Both the California Department of General Services and MicroAge of Sacramento are devoting substantial resources to achieving the goal of serving this diverse market. The Department's objective is to secure contract relationships with viable IT providers that will best serve agency clients. *MicroAge of Sacramento's goal is, in becoming a provider, to be a key partner whose major business focus is meeting and exceeding the diverse, even unique, IT requirements of the California public sector entities.* A key element to achieving that heightened level of partnership is the company's sales and marketing plan.

This section describes MicroAge of Sacramento's commitment to a *marketing program and sales model* that we believe will achieve the twin objectives of customer recruitment and customer retention. MicroAge of Sacramento believes that a marketing program should be designed primarily to gain new clients whereas on-going client interaction and management, is the primary means by which clients are retained.

No other non-human resource is as important to the success of public sector organizations as is information technology. For many organizations, IT represents as much as fifty percent of budgets set aside for infrastructure improvements where IT is defined as an organizations total investment in computing and communications technology. An organizations' IT infrastructure consists of both public and private elements. The public element consists of, most significantly, the Internet. An organization's investment related to the Internet consists of the hardware and software required to connect to and use the Internet in a fashion that is optimal for that organization. The **private** element consists of internal LAN servers, communication protocols and hardware, Intranet facilities and large-scale processing. These IT infrastructure components serve as the basis for an organization's unit-level IT processes including financial, inventory, and